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**Multiple Streams
of
Music Income**

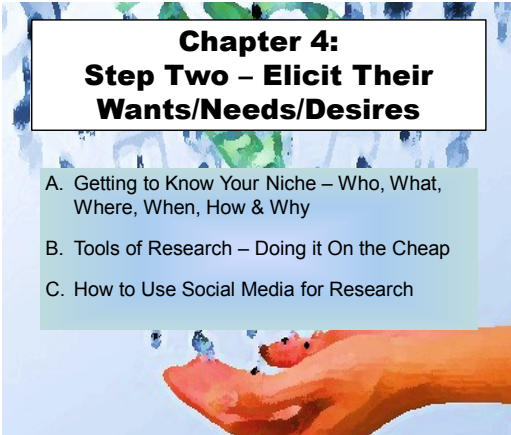


Chapter 4:
Step Two – Elicit Their
Wants/Needs/Desires

A. Getting to Know Your Niche – Who, What,
Where, When, How & Why

B. Tools of Research – Doing it On the Cheap

C. How to Use Social Media for Research



Section 4A:
The One Belief that
Will Sabotage Your Career

- You already know what they want, need and desire!
- It's not about what you want to sell, communicate or give
- Beware of your assumptions
- Have a beginners mind



Two Tiered
Approach

- People who PRESENT or REPRESENT your work (B2B)
 - What is your niche in the B2B world?
 - What do they want and need?
- People who BUY your work (B2C)
 - Who are your fans or end-buyers?
 - What do they want and need?

**3 Ways to Discover
What they Want/Need/Desire**

1. Eavesdropping, lurking,
snooping & spying

2. Polling

3. Interview the Experts

Eavesdropping

• Use niche specific groups

• Read magazines, ezines, and blogs that serve
your market

• Use your successful competition

• Social Networking sites

• Conferences and other gatherings of your
niche

Polling

How:

• Surveys

• In Person

• Social Media – posing a question

Who:

• R&D Teams

• Social Media Groups and eMail List-Serves

• Current and Past Customers, Clients & Fans

• Non-competitors who serve the same niche

Interview the Experts

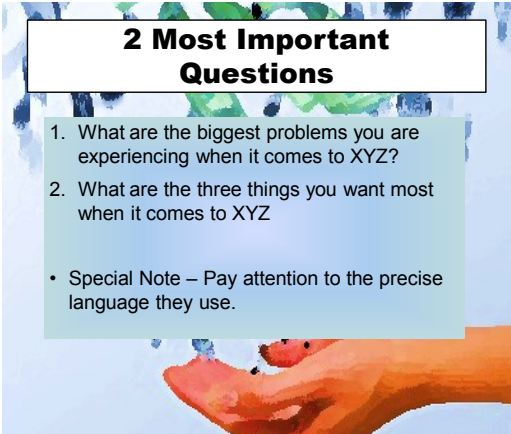
- Interview your successful competitors
 - How did they get where they are?
- A-List success stories in your niche
 - What were their needs?
- Hint – use these initial research efforts to begin to establish connections in your niche



2 Most Important Questions

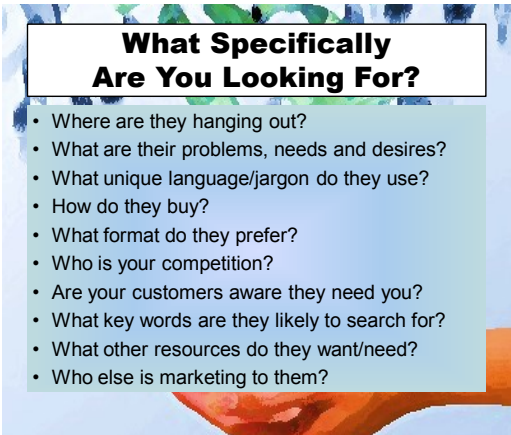
1. What are the biggest problems you are experiencing when it comes to XYZ?
2. What are the three things you want most when it comes to XYZ

- Special Note – Pay attention to the precise language they use.



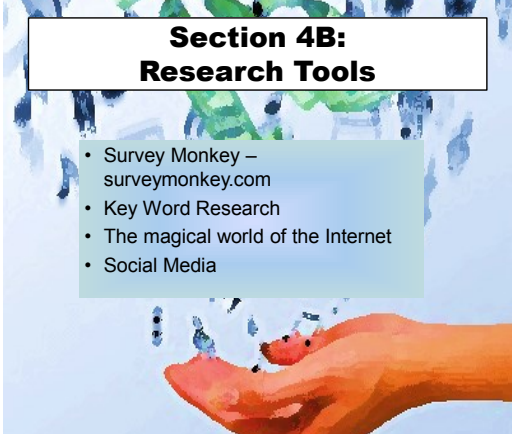
What Specifically Are You Looking For?

- Where are they hanging out?
- What are their problems, needs and desires?
- What unique language/jargon do they use?
- How do they buy?
- What format do they prefer?
- Who is your competition?
- Are your customers aware they need you?
- What key words are they likely to search for?
- What other resources do they want/need?
- Who else is marketing to them?



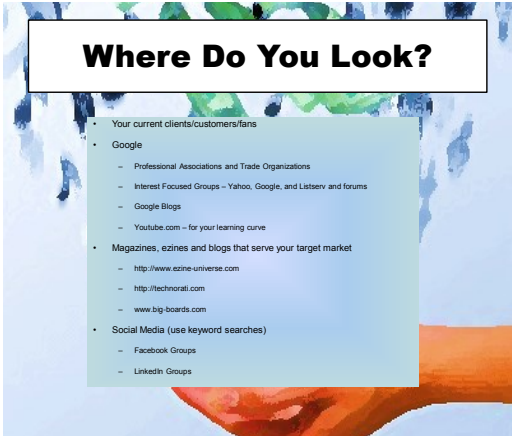
Section 4B:
Research Tools

- Survey Monkey – surveymonkey.com
- Key Word Research
- The magical world of the Internet
- Social Media



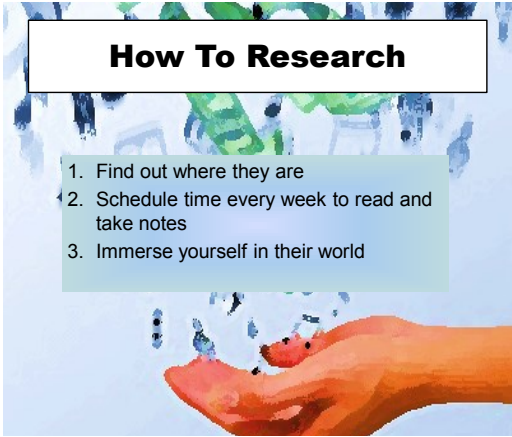
Where Do You Look?

- Your current clients/customers/fans
- Google
 - Professional Associations and Trade Organizations
 - Interest Focused Groups – Yahoo, Google, and Listserv and forums
 - Google Blogs
 - Youtube.com – for your learning curve
- Magazines, ezines and blogs that serve your target market
 - <http://www.ecine-universe.com>
 - <http://technorati.com>
 - www.btp-boards.com
- Social Media (use keyword searches)
 - Facebook Groups
 - LinkedIn Groups



How To Research

1. Find out where they are
2. Schedule time every week to read and take notes
3. Immerse yourself in their world



Pay Attention to:

- Their language
- Common color schemes and images
- Their resources and/or resource needs
- Their questions
- The culture on their forums
- Opportunities to interact
- Opportunities to meet IRL
- Opportunities to serve

**How to Use
Social Media for
Research**

**Section 4C:
Twitter**

- Keywords are King
- [twitter.com/search](#)
- Twitter - Who to follow
- [Followerwonk.com](#)
- [Twellow.com](#)
- [Tweepz.com](#)
- [Wefollow.com](#)
- [Topsy.com](#)

Facebook

- Keywords are King
- Facebook Search function
 - People
 - Groups
 - Pages
 - Events
 - Public Posts

LinkedIn

- Fairly powerful search function
- Use the dropdown on Search to change what you're searching
- Click "Advanced" to narrow your search
- Search for
 - Groups
 - Answers (find out what your niche is asking!)
 - Ask your niche questions!

Research First!

- You may feel driven to jump in and engage. I want to recommend AGAINST doing that.
- Work the process.
